March 22 68

Mr. Don Hensen, Chairman,
Veteran's Building Committee,
Veteran's Building
Sonoma, Calif.

Gentlemen,

The Board of Directors of the Valley of the Moon Vintage Festival has directed me to ask that from now on you reserve the Vintage Festival dates for the exclusive use of the Festival or persons or organizations named by the Board of Directors of the Festival. From now on all Festivals will be held on the last weekend in September.

It is our understanding that the dates for this year's Festival, September 28 and 29, are already spoken for, and it is to prevent such an occurence in coming years that we make our request at this time. We hope you will not think it arbitrary. The Festival is a non-profit effort by volunteer workers. Last year it was nearly discontinued for lack of funds. We intend to put it on a much firmer fiscal base and to that end we will expect a greater share of the proceeds of the booths and the events held in the Veteran's Building. Only in that way can the Festival be strengthened to the point where it not only provides better entertainment for the public, but eventually more income for participating organizations.

Most Sincerely,

Allan Querin, Chairman.

March 22 68

Sonoma City Council
Sonoma, California.

Gentlemen,

The Board of Directors of the Valley of the Moon Vintage Festival has asked me to advise you that this year's celebration will be on September 28 and 29.

We respectfully request the use of the Plaza and necessary environs for those days, and hope we can expect the same help as in the past with the problems of policing, sanitation and cleanup.

We will appreciate from you a statement of intent that can be used in our planning, and later, at an appropriate time, a proclamation urging support from the public.

Most Sincerely,

Allan Querin, Chairman.

# Sonoma Valley Unified School District

**SONOMA VALLEY HIGH SCHOOL**
20000 BROADWAY
SONOMA, CALIF. 95476


April 4, 1968

Dr. Allan Querin
374 Perkins Street
Sonoma, California 95476

Dear Al:

After careful study and deliberation I find it best to tender my resignation to the Vintage Festival Board of Directors. I am sorry that I must resign, but I am sure that you will be able to find someone more qualified to take my place now, rather than during the summer.

When I was first asked to become a board member, I had no idea that the meetings would be held from 7:30 to 9:00 in the morning. As you know, this is the most difficult time for me to attend meetings because I am primarily concerned about getting a staff of over sixty certified and classified people to start the school day. It is practically impossible for me to be away from school during this time of the day.

However, I would like to have you and the board know that I am completely behind your efforts in promoting this Vintage Festival. We are having a meeting this Friday noon, April 5, for students who are interested in working on a student committee for the Vintage Festival. We hope that we will have a good turn out of students.

I am extremely sorry that I must take this action, but I am sure that you realize that it is in the best interests of your board and of my duties as principal of the high school.

Sincerely,

Max

H. Max Murray
Principal

HMM/sw

**Sonoma Community Center, Inc.** A NON-PROFIT CORPORATION

276 EAST NAPA STREET - - - SONOMA, CALIFORNIA 95476 - - - (707) 938-4626

Scott Ruggles 1st
Call Mrs Lanci

May 3, 1968

Ruggles

Mr. Jack Kearney
Executive Coordinator
1968 Vintage Festival
c/o TUNKIS REALTY
421 First Street West
Sonoma, California 95476

Dear Mr. Kearney:

From the results of your last meeting, in yesterday's Index-Tribune, it is clear the Vintage Festival Association will not be using Room 100 at the Community Center for the storage of their costumes or props.

I am sincerely sorry your decision was not in favor of using our entire Room 100, because I do feel it would have been a very satisfactory room for you, not only to store and maintain your costumes, but for meetings and rehearsals as well. However, I do wish you every success in locating other facilities.

In the meantime we will expect to receive from your association the sum of $25.00 for May and for each succeeding month until all of your properties have been removed from the Center.

Sincerely,

Vivian M. Lanci
Executive Secretary
Board of Directors

v

Transaction completed
moved out 6/14/68

VALLEY OF THE MOON
VINTAGE FESTIVAL
ASSOCIATION, INC.
461 FIRST STREET WEST
WEBSTER 8-5508
SONOMA, CALIFORNIA

May 15, 1968

Gentlemen:

The annual Valley of the Moon Vintage Festival will be held on September ~~28~~ 27 and ~~29~~ 28 at ~~the little town of~~ down Sonoma, where the Bear Flag was first raised on June 14, 1846.

A copy of last year's program is enclosed and on Page 3 is a listing of the events and displays. The theme this year will be the same; celebration of the grape harvest with a fiesta that will attempt to re-capture the ~~gayety~~ gaiety and charm and color of early California days.

We will appreciate a listing in your calendar of events, or any space you can give us. Please call on us for pictures if you can use them.

Many thanks,

George H Denny

George H. Denny, Publicity.

**DISCOVERY** *The Allstate Motor Club Magazine · Allstate Plaza · Northbrook, Illinois 60062*

May 23, 1968

Mr. George H. Denny
Publicity chairman
Vintage Festival Association
453 Walnut av.
Sonoma, Calif., 95476

Dear Mr. Denny,

We are planning to run a feature article in our autumn issue on harvest festivals around the country. Our writer, Charlotte Stone, wrote us that she is including your Vintage Festival in her story.

Do you have some color transparencies of past festivals? We would consider using one on our cover, if it is suitable.

Please let us know if you have any available.

Thank you very much.

Sincerely,
Walter Oleksy
Walter Oleksy
Associate Editor

Replied June 14 – Sorry – be ready for you next year – Try United Airlines.

ML4-2 PRINTED IN U.S.A.

USE OF SCHOOL FACILITIES

Date: 6-18-68

DATES OF USE Wed. 6-26-68

TIME USED 7:30 PM TO 9:30 PM

Name of Organization Sonoma Chamber of Commerce

or Occasion Vintage Festival meeting

Address _____

Person in charge _____

Address _____

Phone _____ Number present 30

FACILITIES USED:

Building to be used HIGH SCHOOL (Room)

Classroom _____ Rm. # _____ Auditorium _____

Gymnasium _____ Others Specify _____

Audio Visual _____ _____

Bleachers _____ _____

Payment to be made? YES _____ NO x

(If "Yes", how much?) _____

Remarks: Please sign all ~~xxxxx~~ copies of this form, retain copy checked "Organization" and return other copies to this office.

Custodian on duty: _____
(Signature)

District Office _____
(Signature)

Person in Charge _____
(Signature)

DISTRIBUTION

1. Dist. Office, 2. Principal, 3. Organization, 4. Custodian

# Sonoma-Mendocino Area Council

# BOY SCOUTS of AMERICA

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DR. AMBROSE NICHOLS
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CLYDE OSWELL
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CHARLES STRONG
HAL TREBBE
GEORGE M. WATSON
WILLIAM WETSEL

COUNCIL OFFICE
840 WESTERN AVE. P. O. BOX 839
PHONES 762-2405, 546-9583
(AREA CODE 707)
PETALUMA, CALIFORNIA 94952

NATIONAL COUNCIL REPRESENTATIVES
DR. F. O. BUTLER
J. M. DAW
WALTER SANDELIN
STEVE YAEGER

28 June 1968

JUN 29 1968

Sonoma Valley Chamber of Commerce
461 First St West
Sonoma, CA 95476

Gentlemen:

Please add the name of Arnold Griewe, 555 El-Dorado, Sonoma, 996-0434, to your Vintage Festival mailing list. He is the representative of the Sonoma Valley District, Boy Scouts of America, in connection with our participation in the Vintage Festival.

Sincerely yours,

David A Rice

David A Rice
District Scout Executive

Since 1852

# WELLS FARGO BANK

August 26, 1968

SONOMA OFFICE
480 WEST NAPA STREET
SONOMA, CALIFORNIA 95476

Allan Querin, President
Valley of the Moon
Vintage Festival Association
Sonoma, California 95476

Dear Dr. Querin:

We are pleased to enclose our check in the amount of $25.00 which we trust will be of some assistance in connection with this year's festival.

May we express our appreciation to you and your co-workers for the excellent job being done.

Sincerely,

R DeBruycker

Robert L. DeBruycker
Assistant Vice President
and Manager

RD/ic
Encl.

August 27, 1968

Mr. Joe Dougherty, Executive Director,
San Francisco Boys Club
1970 Page St.,
San Francisco, Calif.

Dear Mr. Dougherty,

This will confirm arrangements for your boys to play at our Vintage Festival on Sunday, September 29.

The Horse Parade is scheduled for 12:30 P. M. It would be appreciated if your boys would be here by 11:30 A. M. attthe latest. We will see that ~~xxxxxxxxx~~ they are properly fed.

Many thanks for you help in making our Vintage Festival a success.

Sincerely,

George H. Denny, Publicity.

Aug. 28 68

Mr. Joe Dougherty, Exec. Director,
San Francisco Boys Club
1970 Page Street
San Francisco, Calif.

Dear Mr. Dougherty,

This will confirm arrangements for your boys to play at our Vintage Festival on Sunday, September 29.

The Horse Parade is scheduled for 12:30 P. M. It would be appreciated if you could have the boys here by 11:30 A. M. at the latest. We will see that they have a good lunch.

Many thanks for your help in making our Vintage Festival a success.

Sincerely,

George H. Denny, Publicity.

WESTERN UNION TELEGRAM

WU15

L WA021 NL PDF TDW SPRINGFIELD VIR SEPT 25

DR ALAN QUERIN , CHAIRMAN

VINTAGE FESTIVAL COMMITTEE CARE CHAMBER OF COMMERCE

SONOMA CALIF

PLEASE EXTEND OUR BEST WISHES TO THE COMMITTEE FOR THE

MOST SUCESSFUL FESTIVAL EVER

BUD AND JEAN INCE

(923A)

WESTERN UNION TELEGRAM

No. 8-4776 To Dr Querine
By Je No. 945 To Be Sent

374 Perkins
Sonoma, Calif

OCT 5 RECD

Copy sent... to D.T. — Mr. Guerin

DEAR SIR:

ON BEHALF OF MY WIFE AND FOUR SMALL SONS, I WOULD LIKE TO THANK ALL OF THOSE PERSONS WHO MADE IT POSSIBLE FOR US TO ENJOY THE VINTAGE FESTIVAL LAST WEEK END. WE SPENT BOTH SATURDAY AND SUNDAY IN YOUR BEAUTIFUL CITY AND WILL LONG REMEMBER THE MOST ENJOYABLE WEEK-END WE'VE HAD ALL YEAR. WE FOUND THE CITIZENS TO BE VERY FRIENDLY AND HELPFUL, THE WINDOW DECORATIONS TO BE BOTH BEAUTIFUL AND WELL DONE, THE ENTERTAINMENT TO HAVE BEEN WELL PUT ON, AND THE FOOD AND "SNACKS" DELICIOUS. I COULD GO ON WITH PRAISES, BUT I'LL JUST SAY THAT EVERYTHING WAS "JUST GREAT" AND I'M SURE "A GOOD TIME WAS HAD BY ALL" WHO VISITED YOUR CITY. I CAN IMAGINE HOW MUCH OF A TASK IT MUST HAVE BEEN TO PUT ON THE FESTIVAL AND I JUST WANT YOU TO KNOW THAT MY FAMILY ENJOYED EVERY MINUTE THAT WE WERE THERE. THANK TO EVERYONE.

SINCERELY YOU,

Charles H. Williams

Chas. WILLIAMS
205 SKYLINE DR.
DALY CITY - CA.

P.S. SEE YOU AGAIN

# KNEW RADIO 910

A METROPOLITAN BROADCASTING STATION
DIVISION OF METROMEDIA, INC.

OCT 3 REC'D

P. O. BOX 910, JACK LONDON SQUARE, OAKLAND, CALIF. 94604

| INVOICE NUMBER | INVOICE DATE MO. | DAY | YEAR |
|---|---|---|---|
| 81020 | 10 | 2 | 8 |

Mr. George Denny
Valley of the Moon Vintage Festival
461 First Street West
Sonoma, California

TERMS: NET 15 DAYS E. O. M.

THIS INVOICE MAY BE SUBJECT TO FREQUENCY DISCOUNTS IF EARNED

| CONT. NO. | SPONSOR | GROSS | COMM. | NET DUE |
|---|---|---|---|---|
| | Vintage Festival | PAID IN FULL A PUBLIC SERVICE OF KNEW RADIO | | $330 00 |

## AFFIDAVIT OF PERFORMANCE

| DATE OF BROADCAST MO. | DAY | YR. | PROGRAM OR SPONSOR | NOT B'CAST | MAKE GOOD | RATE CLASS | TIME OF BROADCAST HR. | MIN. | AM PM | DURATION MIN. | SEC. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 11 spots broadcast between Sept. 13 and Sept. 17 | | | | | | | | 40 |

THIS RADIO STATION WARRANTS THAT THE PROGRAM/ANNOUNCEMENTS ABOVE INDICATED WERE BROADCAST IN ACCORDANCE WITH OFFICIAL STATION LOG.

Junior Women's Club of Sonoma Valley
574 First Street, East
Sonoma, California 95476

October 18, 1968

Park Commission
No. 1 The Plaza
Sonoma, Ca. 95476

Gentlemen:

During the recent successful Vintage Festival it seemed impossible not to be a "litter bug". The Junior Women's Club feels that more trash cans for the Plaza are definitely in order.

We would like to suggest that possibly some of the service stations, etc., could donate some large oil cans for trash cans and the high school students could paint them to look like wine kegs. This would be in keeping with the heritage of the valley, also attractive and definitely a help to the cleanliness of the lovely Plaza.

Thank you.

Sincerely,

Nancy Seal

Mrs. T. C. Seal (Nancy)
Corresponding Secretary

COUNTY OF SONOMA
BOARD OF SUPERVISORS
ADMINISTRATION CENTER
SANTA ROSA, CALIFORNIA
95401

IGNAZIO A. "IG" VELLA
SUPERVISOR FIRST DISTRICT

MEMBERS OF THE BOARD
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CHAIRMAN
LEIGH S. SHOEMAKER
VICE CHAIRMAN
IGNAZIO A. "IG" VELLA
ARTHUR "ART" RUONAVAARA
ROBERT E. "BOB" RATH

October 22, 1968

Dr. Allan A. Querin, D.D.S.
374 Perkins Street
Sonoma, California 95476

Dear Dr. Querin:

Your short note of last week thanking us for the Vintage Festival help is much appreciated, as is your kind offer to write a letter to the Board of Supervisors publicly acknowledging the County's contribution.

Accordingly, if you would address the letter to the Board of Supervisors with a notice to my attention, I shall be able to place it upon the agenda immediately. In it I would suggest that thanks be given to the Board as a unit and to County Administrator Neal Smith who, along with the members of your committee, worked up the final criteria which was presented to us.

Done
10/23/68

Thanking you for your kindness in this matter and hoping that this mode of operation meets with your approval, I am

Yours very truly,

Ignazio A. Vella, Supervisor
First Supervisorial District

IAV:ln

VALLEY OF THE MOON

# VINTAGE FESTIVAL

ASSOCIATION, INC.

Sonoma Calif Oct. 25 19 68

Rear Admiral Lee B. McCuddin
Commandant, 12th Naval District
Treasure Island
San Francisco
California. 94130

Dear Admiral McCuddin,

The Board of Directors of the Valley of the Moon Vintage Festival has instructed me to extend sincere thanks to you and the naval personell in your district who contributed so much to the success of our annual event.

We are grateful to CWO H E Huddleston. His band, together with the marching contingent from Skaggs Island, were highlights of the Saturday program.

And we are much indebted to Commander Eugene Platzek, Commandant at Skaggs Island, who arranged for us to have the help of Lt. John Zisl, CPO Stanley Yarrow, PO First Class Bruce Hoffmaster and Po First Class Lester B. Thomas, all of whom gave us valuable assistance.

Without such help we could not put on our Vintage Festival. Again, many thanks.

Sincerely,

Mr. Allan Cerrin, President.

Copies to-
Commander Platzek
CWO Huddleston

CITY COUNCIL
TALBERT W. BEAN, MAYOR
PAUL C. JESS
JEROLD TULLER
NANCY PARMELEE
JOHN LOBSINGER



*Mission San Francisco de Solano. Erected at Sonoma, Calif., 1823*

No. 1. The Plaza
Sonoma, California 95476
Phone (707) 996-3681

# City of Sonoma

November 22, 1968

OFFICE OF:
City Clerk

COPY

Mrs. T. C. Seal
Junior Women's Club of Sonoma Valley
574 First Street East
Sonoma, CA 95476

Dear Mrs. Seal:

The Parks and Recreation Commission at its regular meeting discussed your letter of October 18, 1968.

The Commission wishes to inform you that the City has 14 fifty-gallon trash containers in use in the Plaza daily, with another 20 fifty-gallon containers in reserve. These are painted green. One of the court-appointed help did not show up on Sunday during the Vintage Festival, consequently the trash containers were not emptied as often.

The Commission wants to thank you for your interest in the matter and accepts your offer to have the trash containers painted by the high school students.

A copy of this letter is being fowarded to the Vintage Festival Association so they can appoint additional help to empty the trash containers more often during the Vintage Festival.

Sincerely yours

Eleanor Berto

(Mrs.) Eleanor Berto
Secretary

cc: Vintage Festival Association

October 5, 1968

Dear Dr. Querin,

Thankyou for all that you've done to help make this years Vintage Festival a success for us. Thanks for putting up with my friends and I, for having patience, making allowances, and for giving assistance.

Personally, I have enjoyed every minute of working with you and the board. The festival as a whole, turned out better than I expected and our part in it turned out alot better than I expected. ( and people call me an optimist ) Iam very happy, and I owe most all of my happiness to the people like you who have helped us so much.

See you at the board meeting.

Respectfully yours,
Charles Field
StudentVF Committee
Chairman

P. S. I hope it's not rude to put a post script after a buisness letter, but it's probably obvious by now that I don't know what I'm doing. I would like to tell you now so that no big deal is made of it later, that I am looking for some-one to take over chairmanship of the committee for next year. Next year is my Senior year in Hi- School and all of my efforts will have to go to school work.

# VALLEY OF THE MOON VINTAGE FESTIVAL ORGANIZATIONAL CHART 1968

## Board of Directors

Allan Querin -President
John Benzon -V.P.
Jack Kearney -Exec. Coord.
Jane Fehrensen-Secty.
Al Bertolucci -Treas.
Helen Fernandez
Don Brundage
Dan Ruggles
M. L. Denny
George Denny
Peter Duffy
Charles Field

**Finance Committee**
Al Bertolucci
Sam Shainsky
Wayne Petersen
Wayne Dunham

**Planning Committee**
John Benzon
Harriet Jones
Bob Cannard
Miriam Smith
Gail Fehrensen

↕

## Committee Heads

**Performing Arts** — Dan Ruggles
**Shows** — Dora Blunden
**Exhibits** — Don Brundage
**PublicRelations/Advertising** — George Denny
**General Svcs.** — John Benzon
**Business/Finance** — Peter Duffy

## Executive Coordinator
Jack Kearney

**Music/Dance**
Dan Ruggles

**Happenings**
Mel Hunter

**Pageant**

**Blessing of Grapes**
Henri Maysonnave

**Horse Parade**
Pat Mills

**Kids Parade**
Frank Hall

**Store Windows**
Shirley Churchill

**Plaza Booths**
Don Brundage

**Wine Exhibit**
Harriet Jones

**Art Exhibit**
Irma Wallem

**Hospitality**
Jean Carter(Soroptimists)

**Festival Ball**
Guila Leone(Jr.WomenClub)

**Programs/Posters**
Charles Field(Youth Group)

**Librarian**

**Traffic/Logistics**
Ray Sampson

**Construct'n/Labor**
Allen Simmons

**Contracts**
P.Duffy

**Insurance**
P.Duffy

Thank you notes to the following -

James Griewe and his Sinfonia Jazz Ensemble, 555 El Dorado Dr, Sonoma

Clara Carbonaro Greco for all the little extra her accordion players performed
300 Monroe St., Napa,

Mrs. Robert Rogers and Mrs. Joe Young for their "community sing" playing
137 Temelec Circle 127 Temelec Circle
Sonoma

Miss Frances Braga and the Indian Choir, 17095 Brookside Dr, Sonoma

Mr. Maurice Winans and his ensemble, 1991 Western Ave, Petaluma

Mrs. June Schaal and her touring dancers, Vineburg, Calif.

20490 8thist E

Lisa and Mike Hardy for their playing and singing

Miss Dolores Jaehrling and boys from Hanna Center for their singing, Box 100
Sonoma

Mrs. Mary Jane Givens and the double mixed quartet and their singing

Mr. Richard Schneider and the High School Band, 19460 Lovall
Valley Road, Sonoma

Thank Yous

~~(Kingarmstrong)~~

~~Clover Club - to Gene Benedetti~~ ~~high Pet. Coop Creamery Petaluma~~

~~SF Boys Club Band~~

~~Boy Scouts (Arnold Grisez)~~

Cindy Officer Skaggs

(Special Kudos to C/PO Stanley Yarrow

P.O. 1st Cl Bruce Heffmaster

" " Lester B. Holmes

Lt. Zuel

~~Cindy~~ Commandant 12th Naval Dist

commending Skaggs 1/12th Band - C

copies to the units involved

(Cont. In

McGuigans Mowing - for all help -

Storage, chairs, mowing, organ etc

~~City Council for Public works dept help~~

~~Commendation to Police~~

Plaza Ingress for props

~~Symphonic Boys Band~~

Sotoyome Indian Dancers (Charles Higgins)

~~Thanks + maybe copy to Women's Group~~

~~FD Engine Lite + P. Dem. for coverage + Supper~~

~~to Allen Simmons~~ + Jim Vanderhoff for our both

~~Salon Joyce for mowing etc~~

~~Write to Coy C thanks for the help~~

~~to High School for Youth Group Action~~

~~Band~~ ~~Police Reserve & Chief~~

~~Radio Station KHBW~~ (Oakland

(over)

~~Talbot Cuatto for disposal~~

~~Bellas Cleaners for costume cling depositor~~

~~Jos Bella for Co #~~

~~High School for use of rooms for rehrs~~
~~+ Art Dept help~~

~~Edwin Niederhauser~~
~~Fire Dept for Pumping~~
Calif Folk Dance Feder'n
% June Schaal

Train People
~~Hi Sch Band leader~~
~~Hi Sch Art Dept~~
~~Hi Sch Music Dept~~